

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018 SESSION

LCT1017 – COMMUNICATION THEORIES

(All sections)

4 JUNE 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages only.
2. Answer **ALL** questions.
3. Write all your answers in the *Answer Booklet*.

STRUCTURED QUESTIONS [50 MARKS]

Instruction: Answer *ALL* questions.

1. Glenn Sparks, a *behavioral scientist* and Marty Medhurst, a *rhetorician* talk about theory using different approaches. Explain the differences of their approaches. (4 marks)
2. Most interpretive scholars are humanists, but a growing number of postmodern communication theorists reject that tradition. Explain the term *humanistic scholarship*. (2 marks)
3. Briefly explain the following metaphors of *theory*:
 - a. Theories as Nets (2 marks)
 - b. Theories as Lenses (2 marks)
 - c. Theories as Maps (2 marks)
4. Figure 1 below shows the summary of criteria for evaluating communication theory. Complete the figure below and explain each criteria.

Scientific Theory	Interpretive Theory
Prediction of Future	Clarification of Values
Explanation of Data	b. _____
Relative Simplicity	c. _____
Testable Hypothesis	Community of Agreement
Practical Utility	Reform of Society
a. _____	Qualitative Research

Figure 1: Criteria For Evaluating Communication Theory

(9 marks)

5. In the opening lines of her essay "Communication as Relationality," University of Georgia rhetorical theorist, Celeste Condit suggests that the communication process is more about relationships than it is about content.
"Communication is a process of relating. This means it is not primarily or essentially a process of transferring information or of disseminating or circulating signs (though these things can be identified as happening within the process of relating)."

Explain the lines above.

(4 mark)

Continued...

6. Scientist Norbert Wiener coined the word *cybernetics* to describe the field of artificial intelligence. The term is a transliteration of the Greek word for “steersman” or “governor,” and it illustrates the way feedback makes information processing possible in our heads and on our laptops. Explain the *Cybernetic Tradition*. (3 marks)
7. Communication as the process of sharing meaning through signs can be seen in the Semiotic Tradition. Explain *semiotics* and *symbols*. (4 marks)
8. Explain *structuration* according to Giddens. (3 marks)
9. The functional perspective is the one most commonly used by theorists and researchers who seek to understand group performance effectiveness. Three core assumptions define the functional perspective:
a. *groups are goal oriented;*
b. *group performance varies and can be evaluated; and*
c. *internal and external factors influencing group performance*
Explain the assumptions above. (9 marks)
10. Social penetration is known for its *onion* analogy, which implies that self-disclosure is the process of tearing layers or concentric circles away. The onion denotes various layers of personality. It is sometimes called the “onion theory” of personality. Altman and Taylor proposes four major stages in social penetration. Explain any *two* stages. (6 marks)

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